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Pearson's Nursery

Quality Plants for Particular People



1955 CATALOG



NEW HAMPSHIRE GROWN
STRAWBERRY AND RASPBERRY PLANTS

Rollin' Acres

Quincy, New Hampshire

A Message from: - - -

Pearson's Nursery

Once again we wish to greet our old customers and to welcome new ones. We wish to thank each of you for your orders in the past and we hope to serve you again. If at any time you are not satisfied, please let us be the first to know.

All of our plants are New Hampshire grown right here on our farm. Every year we try new varieties and check them against the proven varieties that we offer to you. When we feel that these new varieties can help you, we will offer them for sale. We will not sell a variety to you unless it is adapted to your climatic conditions.

At any time we welcome a visit from you to examine our plants as they grow here for us. You will find us just average farmers making an honest attempt to sell you the best in strawberry and raspberry plants.

Our nursery is State inspected and has been declared free of disease. Our plants will be washed before shipment to protect you against transfer of any soil borne insects. We guarantee that our plants will reach you in good condition with regard to health and packaging of the plants.

Order your plants now so that delivery may be made in time for early setting.

Sincerely yours,

Proprietor

STRAWBERRY CULTURE

CHOICE AND PREPARATION OF SOIL

We suggest that you choose a spot that is well drained and preferably a part of your old garden spot. Do not choose a sandy knoll or a low wet area. Strawberries like a medium soil with a good moisture supply. Work your soil until the first six inches are loose and crumbly.

FERTILIZER

Manure is your best fertilizer, about 20 spreader loads to the acre or 8 wheelbarrow loads to 100 feet of row. Commercial fertilizer is not necessary where manure is used. If manure is not available, use about 20 lbs. of 5-10-10 to 100 feet of row. Mix all fertilizer well into the soil.

SETTING PLANTS

We suggest that you put your rows four feet apart or wider if you cultivate with a large tractor. Space your plants 24 inches apart in the row. You will need at least 100 plants for 200 feet of row and 5,500 plants for an acre.

Smooth your bed and mark your rows with string. A pointed shovel is a handy tool for setting. Push the shovel into soil 8 inches; push the handle forward and insert the plant into the opening, being careful to keep the roots as deep as possible. Hold the crown of the plant level with soil and remove the shovel. Step firmly on each side of the plant. You should be able to see half the crown above the ground. Do not cover the whole crown and do not leave roots exposed.

CARE OF THE BED

Remove all blossoms from your plants this year. Ripening fruit slows the growth of your plants for your next year's crop.

Cultivate every week until runners start. Let all your early runners grow and place them so that your row becomes 2½ feet wide. Each plant should make ten new plants and if properly spaced, you will have about 6 inches between plants. If your bed becomes too thick, you may cut off the runner plants that set late in the summer. A bed which is too thick means small berries next year.

MULCHING

We prefer about 4 inches of good clean straw or hay as mulch. Pine needles are also good for small beds. We do not advise sawdust as it clings to your berries in the spring. Leaves are not advisable as they pack down and smother the plants.

Mulch should be put on after the ground begins to freeze and left on in the spring until the plants begin to show signs of new growth.

YOUR BEARING BED

If you have chosen good soil, fertilized well, and weeded faithfully, you should have a fine crop of this ever popular fruit. Good luck.

STRAWBERRY VARIETIES

We have listed our strawberries in the order that they ripen for us. All our plants are first quality and we are proud of our selection of varieties for you to try.

Pathfinder

This was an early berry for us. It ripened a day or two ahead of Howard 17 and we think the flavor is better. It has an attractive color and holds up well after picking. Try some PATHFINDERS for your very early berry. They bear heavily and make excellent runner plants.

Howard 17

This old favorite is still one of the best early season berries for the home garden or for commercial growers. Our plants are very healthy and have the best root systems that we have ever seen on a HOWARD plant. We hope we may furnish you with this popular early berry. The HOWARD 17 is also known as the PREMIER.

Jamberee

Here is your ideal berry for jams. Each year our customers compare cultivated berries with wild ones and never do we say that any new variety is as flavorful as the old wild ones.

JAMBEREE has that delicious wild flavor and is about half the size of cultivated berries.

JAMBEREE is tops for jams, jellies, and freezing. It makes a very good row of strong plants. The berries grow in clusters and ripen rapidly early in the strawberry season. These are a delicious treat for those wild strawberry lovers.

Phelps (New)

Another University of New Hampshire variety is ready for you. This new PHELPS will satisfy your needs for a good early berry. This plant has extreme vigor with good runner habits. The fruit is a deep red with excellent size and ripens early in the season about HOWARD time. You will like the flavor better than that of the HOWARD. Try PHELPS as your early variety this year.

Sparkle

We are very enthusiastic about our SPARKLE plants. We have yet to find a variety that does as well under all conditions. Again SPARKLE was one of our best berries on the roadside stand. Each berry is packed full of flavor that makes you want more and more. A box full of these berries really sells itself.

We highly recommend SPARKLE for the commercial grower and the home gardener. Their freezing quality makes them very popular.

SPARKLE ripens about five days after Howard 17 and picks well for two weeks. Try them now for something special in strawberries.

Fairfax

This is one of the older varieties that has been popular for years as a very sweet berry. It makes a good bearing row and produces large berries of a deep red color. FAIRFAX is another quality berry for your roadside stand. It is rated by some as a top berry that will not place second to any in quality.

✓ ***Temple***

TEMPLE is gaining in popularity because it is the ideal box berry. Every berry is cone shaped and it packs and shows well on the stand. It ripens a few days after Sparkle but the picking season is not quite as long. The fruit is a good seller and we liked it as a frozen berry, too. We rate TEMPLE as one of the best row makers, and you cannot have berries without a good stand of plants.

✓ ***Empire (New)***

This new variety is becoming popular because of its vigorous plant growth and very beautiful fruit. The berries are large, glossy red and hold their size well. EMPIRE was developed from a cross between Dresden and Sparkle at the New York Agricultural Experiment Station.

✓ ***Robinson's Scarlet Beauty***

ROBINSON has been a filler for us here at Pearson's Nursery. It ripens after Sparkle and before the very late varieties. ROBINSON often makes too many runner plants even in dry seasons. We suggest that you check runner growth late in August. The plants are small and you will be very surprised with the extra large berries that they produce.

The berry is extremely attractive with its bright red color and small white tip. We recommend ROBINSON to help extend your picking season.

✓ ***Catskill***

The CATSKILL is a late berry on our farm. As is true of many late varieties, the picking season is shorter than that of early varieties. However, CATSKILL is a fancy berry with lots of flavor, slightly acid, which makes it popular with many people.

We suggest you set CATSKILL in soil that holds its moisture as it does not do well on sandy soil in a dry season.

This is another variety to help extend your picking season. It is a good freezing berry, too.

✓ ***Blaze (New)***

We are offering again this new variety developed at the University of New Hampshire. The BLAZE strawberry is a large bright red fruit with excellent flavor. It is a late bearing variety, coming after all the standard varieties. The plants are healthy and large with long root systems. We suggest you try these now. They should increase your late sales as they really look fancy in the box.

Please order early as we expect a big demand for this new plant.

✓ ***N. H. F-13 (New)***

Here is a new variety that the University of New Hampshire Experiment Station is putting out for trial. This is a very late-ripening large sweet berry. You will find here another one of those very thrifty plants that stands well above other varieties in height and makes a real bright spot in your garden. F-13 should bring a premium price on your road stand as it ripens after others are all through. Plants are limited this year. Order early and try this very promising late berry.

New Strawberries Under Trial

This year we will be fruiting for the first time another new variety from the University of New Hampshire — STRAFFORD. Its originator feels that he has in STRAFFORD a very late bearing "premium price" berry. Watch for it next year.

A variety from Maine, ORLAND, is also in our trial bed and may be offered next year.

RASPBERRY CULTURE

CHOICE AND PREPARATION OF SOIL

Use a spot that has been cultivated at least one year. Raspberries like a medium to heavy soil, prepared well for good root growth.

FERTILIZER

Manure is your best fertilizer. Apply at the same rate as for strawberries before setting your plants. Raspberries should be fertilized with manure every spring as early as possible.

SETTING PLANTS

Set plants $2\frac{1}{2}$ feet apart in the row and the rows should be 6 to 10 feet apart, depending on your cultivation methods.

Make a hole to fit the roots, usually 4 to 6 inches deep and a foot in diameter for large roots. Spread out the roots and pack soil firmly over them. Remember your new plants come up from these roots, so do not bury too deep.

PRUNING INSTRUCTIONS: VIKING AND SUNRISE

Do not do any pruning until your bed is established or at least two years old. After that you will wish to cut out all old canes as soon as the crop is picked, leaving the new canes to bear the next year's crop.

PRUNING INSTRUCTIONS: DURHAM EVERBEARER

This raspberry will bear two crops every year. The new shoots that come out of the ground in the spring will bear a crop that same fall and again the next summer. After the summer crop, you will cut out the old canes, leaving the new young shoots to bear that fall.

Durham Everbearer may be used as a one crop fall bearing raspberry. This is advantageous where insects are thriving, as you cut back the whole bed each fall and all your plants the next year are young healthy ones which bear a tremendous fall crop.

RED RASPBERRIES

Durham Everbearing

The DURHAM raspberry was developed at the University of New Hampshire by Dr. Yeager. Dr. Yeager has produced in this plant the ability to bear two crops in one season, a July crop on last year's plant and a September crop on the new cane.

The DURHAM EVERBEARER has found great popularity in the past few years. Its fall crop brings a premium on the market and a delicious treat to your table in September and October.

The plant grows rapidly and is very free from disease. The fruit is large and of good flavor. The fruit clings to the plant better than most raspberries; this is a great advantage as the average rain does not wash them onto the ground.

We have the original stock and have plenty for everyone. It is a berry you should not miss.

Viking

The VIKING red raspberry is one of the good old varieties that deserves a place on the preferred list. It is a very fine large red berry with delicious flavor. The cane grows very tall and bears a big crop the second year.

This variety has been in our nursery for five years and has never had any mosaic or other disease. We are happy to offer this old reliable July bearing raspberry. You will prefer the flavor to that of many new varieties.

Taylor

We are offering TAYLOR red raspberry for your midseason crop. This is an attractive bright red berry. TAYLOR is quite winter hardy and its growth is upright and vigorous. It has become a popular main crop red raspberry.

New Raspberries Under Trial

Last year we mentioned a variety of raspberry developed by Dr. Yeager at the University of New Hampshire. This variety is now named and will probably be released in 1956. We anticipate that this red raspberry will outyield all July raspberries. It has real quality in flavor and firmness.

TERMS

All prices are postpaid to you except as indicated in price list. One-half of purchase price is payable at time of placing order. The remainder is due before plants are shipped.

PEARSON'S NURSERY

Rollin' Acres

Quincy, New Hampshire

Please send the plants listed below to:

NAME

ADDRESS

Shipping date desired

Quantity	Variety	Price
	Pathfinder	
	Howard 17	
	Sparkle	
	Fairfax	
	Temple	
	Empire	
	Robinson	
	Catskill	
	Jamberee	
	Blaze	
	Phelps	
	NH F-13	
	Strawberry Comb. No. 1	
	Strawberry Comb. No. 2	
	Strawberry Comb. No. 3	
	Durham Raspberry - 1 Yr. plants	
	Durham Raspberry - Large transplants	
	Viking Raspberry - 1 Yr. plants	
	Viking Raspberry - Large transplants	
	Taylor Raspberry - 1 Yr. plants	
	Taylor Raspberry - Large transplants	
	Raspberry Combination	

Please enclose at least one-half of purchase price with order. The balance is due before the plants are shipped. You will be notified several days before your order is shipped.

Amount Enclosed Balance Due

THANK YOU FOR THIS ORDER

new hampshire PLANT GROWERS



new hampshire-grown
FOR YOU!

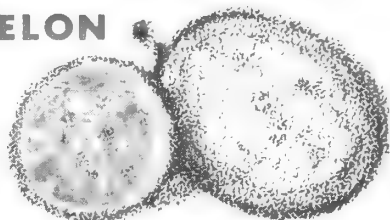
PLANTERS AND GROWERS ASSOCIATION
CONCORD, N. H.

SPECIAL VARIETIES

NEW HAMPSHIRE

MIDGET WATERMELON

"MIDGET IN SIZE BUT A
GIANT IN PRODUCTION"



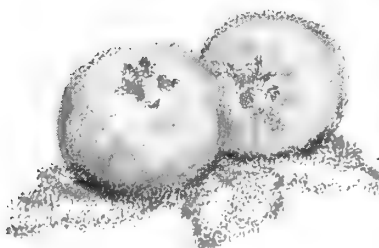
The Midget Watermelon, delicious in flavor, matures in any New Hampshire garden. The size of the melons adapts them for shipment in crates. Just the ideal shape for easy storage in your home refrigerator. Its flesh is edible to a thin rind.

CHATHAM TOMATO

"THE EARLIEST OF
THE COMMERCIAL TOMATOES"

Chatham Tomato is particularly suited to short-season sections of New Hampshire. It is also grown as an extremely early variety in the southern part of the state where the fruit is sold in competition with the trellis-grown Comet.

DOUBLE RICH TOMATO



"HIGHLY PRODUCTIVE
AND STRONG IN HEALTH
PROTECTING VITAMIN C"

Double Rich Tomato is the product of ten years' breeding work. The fruits are round, red and very firm. Their outstanding characteristic is their high vitamin C content which is about four times as great as that of common tomatoes.

NEW HAMPSHIRE VICTOR TOMATO

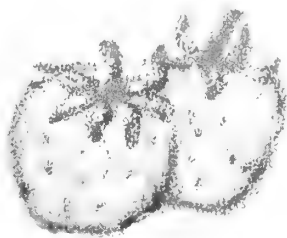
"EARLY AND EXTREMELY PRODUCTIVE"

New Hampshire Victor Tomato was especially bred for New Hampshire's short cool summers. It is an extremely productive tomato producing up to one-hundred large bright red tomatoes per plant. It is one of the few varieties that ripen in Coos County.

- New Hampshire - grown for you

STRAWBERRIES

New Hampshire varieties of superior quality produced by the Experiment Station, are *Phelps* an early ripening berry; *Blaze* a mid-season solid flesh fruit; *Strafford* a late large fruited variety.



DURHAM RASPBERRY

"VIGOROUS, PRODUCTIVE,
WINTER HARDY, FALL BEARING"

Durham Raspberry plants are unique because they can be cut to ground level in the spring to prevent disease yet will produce an abundance of berries in the fall.

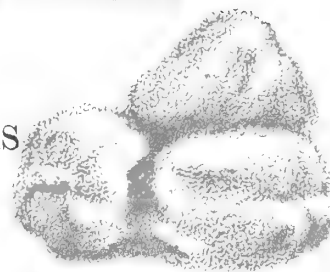
NEW HAMPSHIRE RED RASPBERRY

"A RASPBERRY WORTHY OF ITS NAME"

This variety was named in 1955—vigorous winter-hardy plants ripening large firm conic red berries during mid-season. It has a long harvest season extending almost to the beginning of the fall crop of the Durham variety.

MERRIMACK WONDER PEPPER

"EARLY, PRODUCTIVE
AND AS GOOD TO EAT AS
A DELICIOUS APPLE"



The Merrimack Wonder Pepper is a medium sized, blunt, thick-fleshed, sweet early variety with special ability to produce in New Hampshire's cool seasons.

GRANITE GEM CHRYSANTHEMUM

"RUGGED, COMPACT, HARDY INDIVIDUALS"

Granite Gem, an extremely hardy outdoor Chrysanthemum. This variety which has yellow flowers and a very compact plant is the forerunner of a new series of really hardy Chrysanthemums.

Order the Best

ORDER THESE VARIETIES *now!*

chippa granite says: buy new hampshire products



Why buy New Hampshire strains for New Hampshire soils



New Hampshire strains are carefully developed to withstand the rigors of our New Hampshire winters and to mature quickly in the short northern growing season. New Hampshire strains are specially adapted to New Hampshire soils because they were first grown and developed here as superior types for the climatic conditions of New Hampshire. Local purchasing eliminates the middleman and gives the buyer the best plant possible. Buying native plants guarantees they will always be true to type since they were developed from the parent stock.

from Grower to Garden in Hours — not weeks

Modern science tells us that the "green thumb" of old is simply a matter of the reduction of the shock of transplanting. Every hour, every minute that a plant travels from grower to garden increases the hazard to the life of the plant. The extent to which the delicate hair-like feeder roots maintain their moisture determines the length of time the plants lay dormant after transplanting. These tiny, fragile root-hairs are so web-like that breaking away of the ball of earth which surrounds them severs the unseen capillary roots and reduces the readiness of the plant to grow, thus losing valuable time. To insure a "green thumb," buy from your local New Hampshire grower!



Science Selects the Strains

The University of New Hampshire's Agricultural Experiment Station in Durham is a horticultural workshop, not a showroom. It is a fascinating place where for a number of years Dr. Albert F. Yeager's internationally famous research workers have been working tirelessly and religiously to develop the newest and the finest strains for New Hampshire soils. Dr. Yeager is the second American ever to be honored with the Stevenson Memorial Gold Medal given by the Manitoba Horticultural Association of Canada for "Conspicuous achievement in practical agriculture." He developed valuable winter-hardy varieties for Canadian prairie gardens where the climate is similar to that of New Hampshire. He also received the Certificate of Merit from the Vegetable Growers of America, symbolic of his inestimable and invaluable service rendered to plant breeding. Buy New Hampshire grown plants and you buy guaranteed quality.

Order the Best

ORDER YOUR NEW HAMPSHIRE
GROWN PLANTS *now!*

For further information write to:

New Hampshire Plant Growers Ass'n.

Box 125

Durham, N. H.

PRICE LIST

Strawberries

	25	50	100	200	300	400	500	1000
PATHFINDER	\$1.50	\$2.25	\$3.50	\$6.50	\$9.00	\$11.00	\$12.50	\$23.00
HOWARD 17	1.50	2.25	3.50	6.50	9.00	11.00	12.50	23.00
SPARKLE	1.50	2.25	3.50	6.50	9.00	11.00	12.50	23.00
FAIRFAX	1.50	2.25	3.50	6.50	9.00	11.00	12.50	23.00
TEMPLE	1.50	2.25	3.50	6.50	9.00	11.00	12.50	23.00
EMPIRE	1.50	2.25	3.50	6.50	9.00	11.00	12.50	23.00
ROBINSON	1.50	2.25	3.50	6.50	9.00	11.00	12.50	23.00
CATSKILL	1.50	2.25	3.50	6.50	9.00	11.00	12.50	23.00
JAMBEREE	1.75	3.30	5.00					
BLAZE	2.50	4.00	7.00	12.00	15.00			
PHELPS	4.00	7.00	11.00					
NH F-13	4.00	7.00	11.00					

Combination Offers

No. 1	50 PATHFINDER, 25 SPARKLE, 25 BLAZE	\$5.00
No. 2	50 HOWARD 17, 25 BLAZE, 25 NH F-13	\$7.00
No. 3	ALL NEW HAMPSHIRE VARIETY COMBINATION 50 PHELPS, 25 BLAZE, 25 NH F-13	\$12.00

Raspberries

DURHAM EVERBEARING, VIKING, and TAYLOR

	10	25	50	100	500	1000
1 yr. plants		\$4.50	\$8.00	\$14.00	\$60.00	\$90.00
Large transplants	\$4.25	7.50	13.00	20.00	85.00	150.00

RASPBERRY COMBINATION OFFER

25 DURHAM 1 yr. plants and 25 TAYLOR 1 yr. plants \$8.00

Shipping Charges on quantities of 500 and 1000 raspberry plants not prepaid.

